

Program Strategies

The following are examples of trip reduction strategies that could be implemented in GTECs:

- Capital investments in non-motorized and transit amenities identified in transportation management plans, local comprehensive plans, or the local CTR plan, such as:
 - Signage and information
 - Bicycle lanes
- Trip reduction incentives for commuters and/or residents, such as:
 - Incentives for carpooling, using transit, telecommuting, biking, and walking
 - Parking management
 - Transit passes
- Engaging and working with small employers to implement commute trip reduction programs:
 - Employer program development and implementation
 - Incentives
 - Employer training
 - Promotions and education
 - Investments in increased transit services designed to meet employer need

Program Evaluation

WSDOT will provide technical assistance to local jurisdictions implementing GTEC programs and will help monitor and evaluate the program.

Financial Incentives for Forming a GTEC

WSDOT is providing planning grants in Fiscal Year 2007 for those who want to create a GTEC. The GTEC planning grants are provided in addition to the base commute reduction program funds.

The Commute Trip Reduction Board will request additional funds during the 2007 legislative session to support GTECs once they are up and running.

GTEC Tools

WSDOT is creating tools for planning, starting, and running GTECs. Some of the tools include:

- Rules and guidelines
- Model plans and examples
- Staff assistance

The GTEC tool box is located online at:

www.wsdot.wa.gov/tdm/ctr



Growth and Transportation Efficiency Centers

November 2006

State Program Focuses on Transportation in Urban Centers and Fast-Growing Areas

The Washington State Department of Transportation (WSDOT) is starting a new voluntary program for communities wanting to improve transportation efficiency in order to meet their targets for future growth and economic development. The program is part of the Commute Trip Reduction (CTR) Law, which encourages employees to ride the bus, vanpool, carpool, walk, bike, work from home, and use other commute options besides driving alone.

The Washington State Legislature created the Growth and Transportation Efficiency Center (GTEC) concept in 2006 as part of the CTR Efficiency Act to increase the efficiency of the state's transportation system in areas of the state containing high concentrations of jobs and housing. Cities and counties may establish GTECs in their densest employment or residential areas.

State, Regional, and Local Participation is Key to Success

The state will provide technical assistance and financial incentives for GTEC programs to improve transportation system performance.

The six regional planning agencies participating in the state's Commute Trip Reduction program will develop criteria for designating GTECs in their area.

Counties, cities, developers, land owners, employers, and transit agencies will have an opportunity to work together to create customized transportation demand management programs and transportation-efficient land use policies in designated GTECs.



City of Spokane – Growth Transportation Efficiency Centers could help cities like Spokane move more people, more efficiently into their core downtown area.



City of Vancouver – With effective trip reduction strategies, more people could access centers for work and shopping in cities like Vancouver.



City of Bellevue – Improved transportation efficiency could help cities like Bellevue meet residential and commercial development growth goals.

(Big Picture Photography)

Cities Expressing Interest in Developing a GTEC

WSDOT is providing grants to these cities for determining the benefits of establishing a GTEC:

Bellevue	Lynnwood	Spokane
Bothell	Olympia	Tacoma
Everett	Puyallup	Tukwila
Kirkland	Redmond	Vancouver
Liberty Lake	Seattle	

For more information on Growth Transportation Efficiency Centers or the Commute Trip Reduction Program, contact:

Keith Cotton
cottonk@wsdot.wa.gov
360-705-7910

www.wsdot.wa.gov/tdm/ctr



Lloyd District is a Model of Success



The Lloyd District saved millions of dollars by improving transportation efficiency on the limited roads serving the district instead of building additional parking.

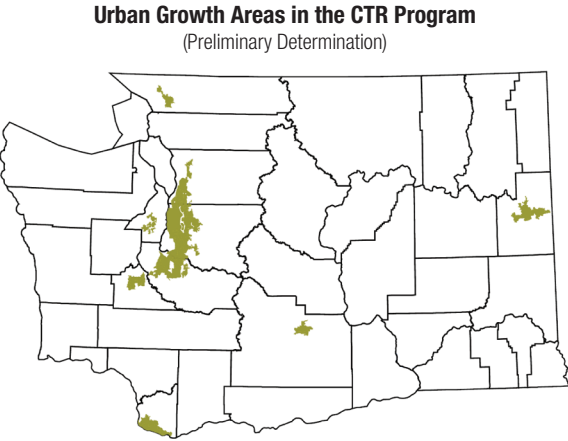
In 1992, the Lloyd District in Portland, Oregon, needed to figure out how to meet the city’s growth goals of adding 17,000 jobs, doubling the existing employee base, and 4,000 housing units, tripling the amount of housing by 2015. With 76 percent of employees in the district driving alone to work, meeting those growth targets would mean adding \$204 million in parking supply and facing major traffic congestion.

To tackle this problem, Lloyd District property owners and businesses formed a partnership with TriMet, the Portland-based transit system, and the city of Portland. In 1994, the partners developed and started implementing a plan to reduce congestion and improve access to the district. Strategies for decreasing the percentage of employee driving alone to work included:

- Significantly improving and expanding transit service
- Offering transit subsidy programs for employees
- Improving access and amenities for bicycling and walking
- Managing and limiting the parking supply

The partnership was successful in increasing the use of public transportation and other commute options. In 1994, the average commute mode split for transit was 10 percent and bicycling was 1 percent. At the end of 2005, transit use rose to 41 percent and bikes to nearly 5 percent. The Lloyd District estimates that through this unique partnership they realized a \$62 million return on investment.

The Lloyd District is a model of how Growth Transportation Efficiency Centers can help a community plan for growth, improve transportation efficiency, save money on parking, and attract economic development.



Meet Growth Goals With a GTEC

As the job or housing market grows, communities need to make sure their transportation systems support that growth. Designating a GTEC and developing or improving transportation demand management programs could help a city focus policies, programs, and services in core areas to support local plans and goals. GTECs could help cities get the transportation system they need by supporting the movement of more people with fewer cars in their densest employment or residential areas.

Program Benefits

Whether the focus is growth in a dense urban area or a fast-growing suburb, a successful GTEC program could provide many benefits to a community. Residents and employers could benefit by supporting improved transportation efficiency, economic development, energy conservation, and air quality.

Improve Transportation Efficiency

By incorporating trip reduction programs into land use and transportation, a community could expand the effective capacity of streets and roads that serve a center. A well-designed GTEC program would support moving more people, more efficiently. The right improvements could lead to more people taking public transportation, walking, biking, and carpooling and more parking spaces for customers.

Attract Growth and Economic Development

Effective trip reduction strategies could benefit economic development by allowing more people to access centers for work and shopping. Communities where it’s easier to get around have a competitive edge for attracting jobs and housing. Employers and developers are more likely to locate in areas where employees and customers have easy access. The right land use and transportation programs can help decrease the space and investment needed for parking, allowing more commercial and residential development.



Adding bike lanes and sidewalks leads to enhanced public health and quality of life for residents.

Improve Air Quality and Public Health

Getting more people out of their cars and onto buses, trains, vanpools, bikes, and other commute alternatives improves air quality by reducing emissions. Recent research* found that programs and land uses that help residents and employees be more physically active can improve public health.

Enhance Livability

Establishing a GTEC could help communities grow in ways that ensure a better quality of life and strong, sustainable economic growth. By linking transportation and land-use planning, communities could use existing programs more effectively as they seek to improve safety, reduce congestion, contribute to greater economic prosperity, and provide easier access to jobs.

Expand Employer Involvement

A key component of a GTEC program is to engage employers that do not currently offer a Commute Trip Reduction (CTR) program to their employees. Involving more employers in trip reduction is one way to enhance the TDM efforts and investments already made by major employers.

Program Components

While cities and counties will have some flexibility to customize trip reduction programs to meet local needs, state planning funds will support specific strategies consistent across all programs. Every GTEC program will contain:

- An evaluation of local land use and transportation policies
- Area goals for substantive reductions in single-occupant vehicle trips and vehicle miles traveled
- Strategies for achieving the area goals
- An organizational structure for implementing the program
- Performance measures to track progress toward the goal
- A financial plan

*According to Larry Franks in his book “Urban Sprawl and Public Health: Designing, Planning, and Building for Healthy Communities.”

Bellevue Sees Results From Transportation Demand Management Efforts



City of Bellevue (Big Picture Photography).

Fewer Bellevue residents are driving to work alone and more are taking public transportation. A recent census* shows the percentage of Bellevue residents who drove alone to work dropped from 74 percent in 2000 to 68.8 percent in 2005. From 2002 to 2005, citywide transit ridership increased 42 percent and downtown Bellevue ridership increased 70 percent. In downtown Bellevue, 14 percent of commute trips are taken by transit, up from 12 percent in 2002.

The city of Bellevue, Bellevue Downtown Association, King County Metro, and others have worked together to increase the use of transit, carpooling, bicycling, and walking for Bellevue employees and residents. Strategies include:

Capital Investments

- Sound Transit and WSDOT built High Occupancy Vehicle (HOV) direct access ramps and other roadway improvements on Interstate 405
- Bellevue Transit Center was remodeled, expanded, and opened downtown in 2002

Increased Transit Service

- King County Metro and Sound Transit added new Eastside bus routes and service

Trip Reduction Programs

- Employers offered incentives such as subsidized transit passes and free carpool parking
- Campaigns, such as Downtown Bellevue In Motion, were launched to provide residents with information on their travel options and incentives for trying them
- King County Metro provided RideshareOnline and other tools to help people join a carpool or vanpool

*U.S. Census Bureau’s 2005 American Community Survey.